

# KACHING

CONTROL WHERE YOUR MONEY GOES

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## PROBLEM

Spending on small discretionary items adds up resulting in people not being able to spend on larger items that they actually want.

## SOLUTION

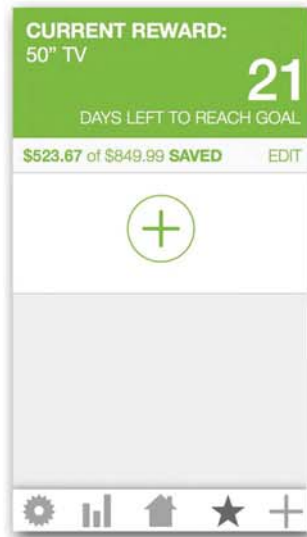
A mobile application that solely tracks discretionary spending, highlights a concrete goal to save towards, and helps visualize the impact of smaller purchases.



Review application summary and purchase notifications.



Designate single items or whole purchases as discretionary.

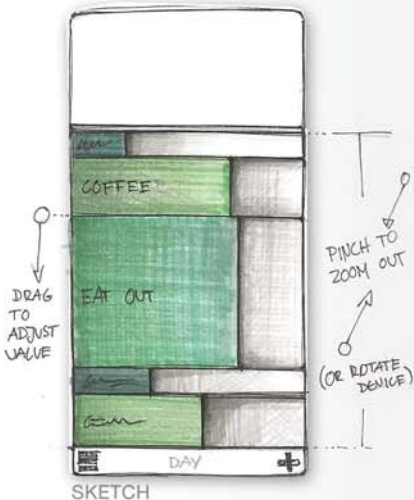


Add goals and monitor progress towards goal completion.



Reflect and improve on spending habits.

## PROCESS



SKETCH



STORYBOARD



PAPER PROTOTYPE